



City of Arts & Innovation

News Release

FOR IMMEDIATE RELEASE:

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**Invitation to Press Conference
FIREBALL RUN names Riverside, CA as Official Finish Line for
2013 Adventurally**

June 20, 2013 10 a.m.

City Hall, Grier Pavillion, 7th Fl., 3900 Main Street, Riverside, CA

RIVERSIDE, Calif. – The FIREBALL RUN Adventurally TV series, in collaboration with the City of Riverside, California, cordially invite you to a press conference announcing Riverside as the Official Finish Line city selected for the 2013 FIREBALL RUN Adventurally (Season Title FIREBALL RUN: All Stars & Movie Cars).

Officiating Press Conference: Mayor Rusty Bailey, Riverside, CA. Executive Producer J Sanchez and Series Director Brian Bazala will also be on hand for questions.

FIREBALL RUN is a life-sized, action packed 8-day, 14-city, 2500 mile trivia game with the **purpose of aiding in a massive effort to recover America's missing children**. It has become known as "the Most Epic Adventurally in America®", as a gripping and emotional life-sized trivia game, where America serves as the game board; 40 driving teams compete for glory, bragging rights, and a plastic road sign, all while aiding in a massive effort to recover America's missing children. Every team is assigned a missing child and tasked with distributing posters along the route. The awareness campaign has aided in 38 child recoveries since 2007.

Producers of the event, game, and show were charmed by Riverside's scenic downtown, an energetic Mayor, positive economic climate and welcoming nature and selected Riverside to serve as the finish line for the FIREBALL RUN 2013.

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"Not only will the Fireball Run event be a fun attraction, but it serves us all in a more important way" said Mayor Rusty Bailey. "The Fireball Run's main purpose is to reunite lost children with their families and Riverside is proud to be an integral part of such a great cause."

Streamed live to a world-audience and filmed as part of a 20 episode online TV series, the 2012 FIREBALL RUN elicited \$44 million in associated media.

"FIREBALL RUN is about the unique places we adventure to and the people met along the way. However in the case of Riverside it's also about the strong relationships we build," said FIREBALL RUN Executive Producer J. Sanchez.

Provided: Refreshments and snacks. Press kits will also be available. Attending media is provided access to high resolution images, logos, and video.

Please confirm your participation as soon as you receive this invitation to channa@riversideca.gov.

FIREBALL RUN contact (407) 224-5403 media@fireballrun.com

For more information on FIREBALL RUN, visit fireballrun.com

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